

Message Text

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SUBJ: STATUS OF PLANNING FOR GRAZ AMERICA DAYS CONSUMER GOODS
PROMOTION, APRIL 1975

REF : VIENNA A-504

SUMMARY. AS DEPT AWARE, POST INTENSIVELY ENGAGED IN PLANNING TWO-WEEK AMERICA DAYS PROGRAM IN GRAZ, APRIL 7-22, 1975. PROGRAM CENTERS ON IN-STORE PROMOTION OF CONSUMER GOODS AT KASTNER & OEHLER STORES (FY-75 CCP CAMPAIGN NO.3). TENTATIVE PROGRAM OF EVENTS IN GRAZ INVOLVING TRAVEL AND ON-SPOT PARTICIPATION OF EMBASSY PERSONNEL OUTLINED BELOW.

2. TENTATIVE PROGRAM

- A. MID-FEBRUARY - PREPARATORY MEETINGS IN GRAZ.
- B. MID-MARCH - ECON/COM COUNSELOR GIVES INTERVIEW TO STYRIAN CHAMBER OF COMMERCE WEEKLY NEWSPAPER.
- C. APRIL 3 - FURTHER PREPARATORY MEETINGS IN GRRZ.
- D. APRIL 4 - PRESS CONFERENCE, GRAZ (INCLUDING TV).
- E. APRIL 5 - SATURDAY EDITION OF LARGE GRAZ DAILY CARRIES SPECIAL SUPPLEMENT ON AMERICA DAYS.
- F. APRIL 6 - U.S. AIR FORCE BAND FROM WIESBADEN ARRIVES.
- G. APRIL 7 - OPENING DAY:
 - 1) AIR FORCE BAND PLAYS AT CITY HALL. AMBASSADOR AND MAYOR OPEN KASTNER & OEHLER IN-STORE PROMOTION. BAND GIVES SHORT PERFORMANCE AT STORE.

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- 2) AMBASSADOR AND/OR MAYOR HOST LUNCH FOR VIP'S.

3) AMBASSADOR HOSTS RECEPTION FOR CITY, STATE AND OTHER OFFICIAL PARTICIPANTS.

4) AIR FORCE BAND PRESENTS 90-MINUTE CONCERT.

H. APRIL 8 -

1) AIR FORCE BAND GIVES OPEN-AIR SERENADE. BAND DEPARTS

2) OPENING OF AMERICAN COMMERCIAL PHOTOGRAPHY EXHIBIT, CITY HALL ART GALLERY.

I APRIL 9 - FOLKSONG CONCERT BY CHARLES FULTON, FOLK & SPIRITUAL ARTIST.

J. APRIL 10 - AUSTRIAN PREMIERE OF AMERICAN MOVIE AT LOCAL THEATER.

K. APRIL 9, 10, 11 - FILM SHOWINGS AT CHAMBER OF COMMERCE.

1) TRAVEL AND TOURISM (CCP CAMPAIGN NO.7) WITH POSSIBLE TOURISM BOOK EXHIBIT.

2) INDUSTRIAL FILMS PROVIDED BY USIA.

L. APRIL 12 - USIS RECEPTION FOR FULBRIGHT AND OTHER AUSTRIAN RETURNEES.

M. APRIL 13 - CONCERT OF AMERICAN LIEDER BY U.S. OPERATIC SINGER.

N. APRIL 7-13 - FOUR U.S. EXHIBITS IN DOWNTOWN BANKS:

1) AMERICAN ART POSTERS;

2) TRAVEL USA (CCP CAMPAIGN NO.7);

3) TWO ADDITIONAL EXHIBITS.

3. SECOND WEEK:

A. APRIL 14-16 - THREE HALF-HOUR TEA CONCERTS, LIGHT AMERICAN MUSIC AT KASTNER & OEHLER STORE.

B. NO DATE FIXED - PERFORMANCE OF NEIL SIMON PLAY BY ENGLISH-SPEAKING GROUP.

C. APRIL 14, 15 - ADDITIONAL FILMS AT C. OF C. (TRAVEL USA, US BUSINESS).

D. APRIL 16 - SEMINAR BY EXIMBANK V.P. GEORGE DIETZ FOLLOWED BY INFORMAL RECEPTION.

E. APRIL 17 - BUSINESS CONSULTATIONS, C. OF C. (FY-75, CCP CAMPAIGN NO.9).

F. APRIL 19 - CLOSING OF KASTNER & OEHLER IN-STORE PROMOTION.

G. APRIL 22 - (FINAL EVENT) -CONCERT BY AMERICAN JAZZ GROUP.

4. DURING BOTH WEEKS - AMERICAN QUOTE GOURMET WEEKS UNQUOTE AT SCHLOSSBERG RESTAURANT.

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5. DETAILED PLANNING FOR AMERICA DAYS PROMOTION NOW IN ADVANCED STAGE. SEVERAL STATE FLAGS AND PROMOTIONAL MATERIALS ARE ON WAY OR HAVE ARRIVED; MOST CULTURAL EVENTS FIRM. PRINTING OF 35,000 LEAFLETS AND 1,000 POSTERS ARRANGED FOR. MOR IMPORTANTLY, KASTNER AND OEHLER PROMOTION WELL UNDERWAY. GRAZ EVENTS ENCOMPASS THREE OF POST'S FY-75 CCP CAMPAIGNS - NO.3 (EXPORT PROMOTION- CONSUMER GOODS), NO.7 (TRAVEL USA) AND NO.9 (BUSINESS CONSULTATIONS).
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